

H

B

5

/

5

COMMITTEE REPORT

HOUSE

FURTHER: FINANCE

(7)

1/15/84

Date: MARCH 21, 1984

The Committee on HEALTH, EDUCATION AND SOCIAL SERVICES has had RB 515

"An Act making a special appropriation to the University of Alaska Anchorage, Alaska Center for International Business; and providing for an effective date."

under consideration and recommends:

do pass do not pass

do pass with attached amendments(s)

replace with CS for _____ same title new title

and recommends _____

AND attaches a "Letter of Intent" New Fiscal Note

reports it back without recommendation Zero Fiscal Note Attached

referred to the _____ Committee

MEMBERS SIGNING
DO PASS

Rich [Signature]
Tom Martin
Ma [Signature]
Ann [Signature]

MEMBERS HAVING
OTHER RECOMMENDATIONS:

[Signature]
[Signature]

[Signature]
CHAIRMAN

A PROPOSAL TO ESTABLISH THE . .
ALASKA CENTER FOR INTERNATIONAL BUSINESS

Submitted to the University of Alaska

President
and
Board of Regents

December, 1983

University of Alaska, Anchorage

A Proposal to Establish the
ALASKA CENTER FOR INTERNATIONAL BUSINESS

OVERVIEW

Alaska must increasingly look to the utilization of its natural resource base and the development of international markets to sustain its history of economic growth. Such development will occur primarily in response to market system forces and the broader socio/legal structure within which the market system functions. However, total reliance on the unfettered functioning of the market system does not ensure that Alaska will enjoy an optimum rate of resource development and economic growth. There are two fundamental reasons for this.

First, the institutional framework within which the market system functions may impose external barriers which preclude or hamper resource development and the establishment of international markets. The prohibitions on round log exports and federal legislation that prevents the export of North Slope crude are both examples of institutional barriers.

Second, there is a strong probability that the functioning of markets may suffer from internal inefficiencies. The efficient operation of markets is highly dependent upon several critical factors, including the quality of information and knowledge about markets, the costs of transactions, the absence of significant external costs and benefits, and economies of scale.

Public policy and public institutions have a major role to play in dealing with both the problems of institutional barriers and the inefficient functioning of markets. It is within this context that the proposal for the Alaska Center for International Business is presented.

The mission of the Center is simple and specifically focused.

The Center is to facilitate the development of sound business and economic relations between Alaska and Pacific-Asian nations, circumpolar regions, and other nations.

In carrying out this mission five objectives are identified.

1. To foster a better understanding of business and economic relationships between Alaska and Pacific-Asian nations and others.
2. To provide members of business and government, through instruction and training, the specific skills and techniques needed for doing business with nations in Pacific-Asia and other regions of the world.
3. To analyze the opportunities for, and constraints on business and economic relations in both the private and public sectors.

4. To carry out research on international markets and marketing designed to facilitate the development of Alaska resources and the establishment of markets for these resources.
5. To establish a central point for the acquisition, analysis, and dissemination of information specifically related to international markets and Alaska resources and economic conditions.

To achieve these objectives the Center is structured around three major components; instruction, including professional training and development, research, and public service. The emphasis within instruction is focused on two related aspects. First, an integrated set of professional training and development seminars and short courses will deal specifically with the issue of "how to do business with Pacific-Asian nations and others." A similar set of short courses and seminars will be provided for representatives of Pacific-Asian and other nations, with the focus shifted to "how to do business in Alaska." The second instructional emphasis focuses on "internationalization" of the UAA School of Business and Public Affairs curriculum. This would be accomplished in two phases. Initially, appropriate existing courses would be revised to provide more substantive international content. As the Center capabilities grow specific international business courses would be introduced into the curriculum.

The research component has as its focus applied research, aimed at two major areas. The first is international markets and marketing. The second addresses the broader question of institutional constraints and barriers and public policy solutions.

The service component is built around the establishment of a comprehensive computerized data base detailing international markets and economic conditions, and Alaska resource availability. Dissemination of data base information, coupled with research analyses and Center reports will constitute the major service effort.

The development phase of the Center envisions the creation of a one-half time director position, five full time faculty positions, and six research associate positions. By the end of the first five years it is anticipated that a substantial portion of Center activity will be self supporting. The Center will actively seek permanent endowment for two of the full time faculty positions. It is also projected that grants and contractual research will provide the majority of funding for research activity by the end of the development phase. Finally, the professional development and training instructional program would be largely on a self support basis.

In summary, we are proposing the establishment of a center to address a specific, critical need of Alaska. It is highly appropriate that the center be located within a university setting, with its unique combination of instructional, research, and public service capabilities and its abilities to blend both private and public sector support.

A PROPOSAL TO ESTABLISH THE
ALASKA CENTER FOR INTERNATIONAL BUSINESS

Need

Alaska occupies a strategic position in the future of Pacific Asia's accelerated economic growth and development. Credence is given to this fact but the implications are scarcely understood. Major cultural and institutional barriers exist in the development of constructive business and economic policies and relations. Even simple matters prove to be chronic road blocks, restricting and hampering Alaska's international business in this fastest developing region of the world. By the turn of the century, forecasters project that the major center of business activity will shift from Europe and even possibly the U. S. North Atlantic to Pacific Asia, mainly Japan (pop. 115 million) and to the four so-called little dragons--South Korea (pop. 40 million), Taiwan (pop. 20 million), Hong Kong, and Singapore. If the Peoples Republic of China (pop. 1.2 billion) continues its economic reforms, then another tremendous segment will be added to this vast economic region. Equally important is the economic progress of Asian, with this collective of nations already a major trading partner of the USA.

Alaska will become the important bridge between the United States and Pacific Asia because of its strategic location and vast natural resources. The task now is to construct this bridge in a sound fashion. There is also a growing interest among non-pacific-Asian nations, including circumpolar nations, in developing a closer business and economic relationship with Alaska. Toward this end, this proposal is submitted.

Packaging and Delivering of the New Educational and Research Programs

The Commission on International Education of the American Council on Education has recently published a report entitled "What We Don't Know Can Hurt Us: The Shortfall in International Competence," that points out the critical importance of international competence and awareness to the United States. It also points out that the economic, political, and intellectual well-being of the United States is increasingly related to our ability to interact intelligently, effectively and incisively with the rest of the world. The Council of Graduate Schools in the U.S. passed a resolution urging increased federal, state, and private support for international educational programs in order to enhance the international competence of the people of the United States.

While there is a need for general education and understanding of the Pacific Asian region, it is suggested that the best academic results may be achieved if this educational program is packaged and delivered in functional and professional terms. In recent years the American Assembly of Collegiate Schools of Business (AACSB) has conducted in-depth studies on the curriculum content of international business including subject matter courses, research needs, and academic competencies for instructional staff. This has resulted in a new emphasis on "the internationalizing" of business education in institutions of higher learning.* Guidelines are being issued as to how this may be achieved.

* See Lee C. Nehrt, Business and International Education, A Report Submitted by the Task Force on Business and International Education to the Government/Academic Interface Committee, International Education Project, American Council on Education (Washington, D.C.: International Education Project, American Council on Education, 1977).

It is recognized that U. S. business success increasingly must occur in a growing, interdependent world. American businessmen in larger numbers must become cosmopolitan in both attitude and perspective.

The program of the proposed center will have the following components: academic instruction, including professional training and development, research, and public service. It must be treated as a constituent component within the UAA system. While based in the School of Business and Public Affairs of UAA, its academic staff must be drawn from the entire university faculty--with all of the important disciplines incorporated into the endeavor. A model drawn from the referenced report on business and international education will be used to organize the discussion on the proposed UAA program (See Figure 1).

Mission

The Center is to facilitate the development of sound business and economic relations between Alaska and Pacific-Asian nations, circumpolar regions, and other nations.

Objectives:

1. To foster a better understanding of business and economic relationships between Alaska and Pacific-Asian nations and others.
2. To provide members of business and government, through training and instruction, the specific skills and techniques needed for doing business with nations in Pacific-Asia and other regions of the world.
3. To analyze the opportunities for, and constraints on business and economic relations in both the private and public sectors.
4. To carry out research on international markets and marketing designed to facilitate the development of Alaska resources and the establishment of markets for these resources.
5. To establish a central point for the acquisition, analysis, and dissemination of information specifically related to international markets and Alaska resources and economic conditions.

Strategies

Three strategies are designed to accomplish these objectives: instructions including professional training and development, research, and public service.

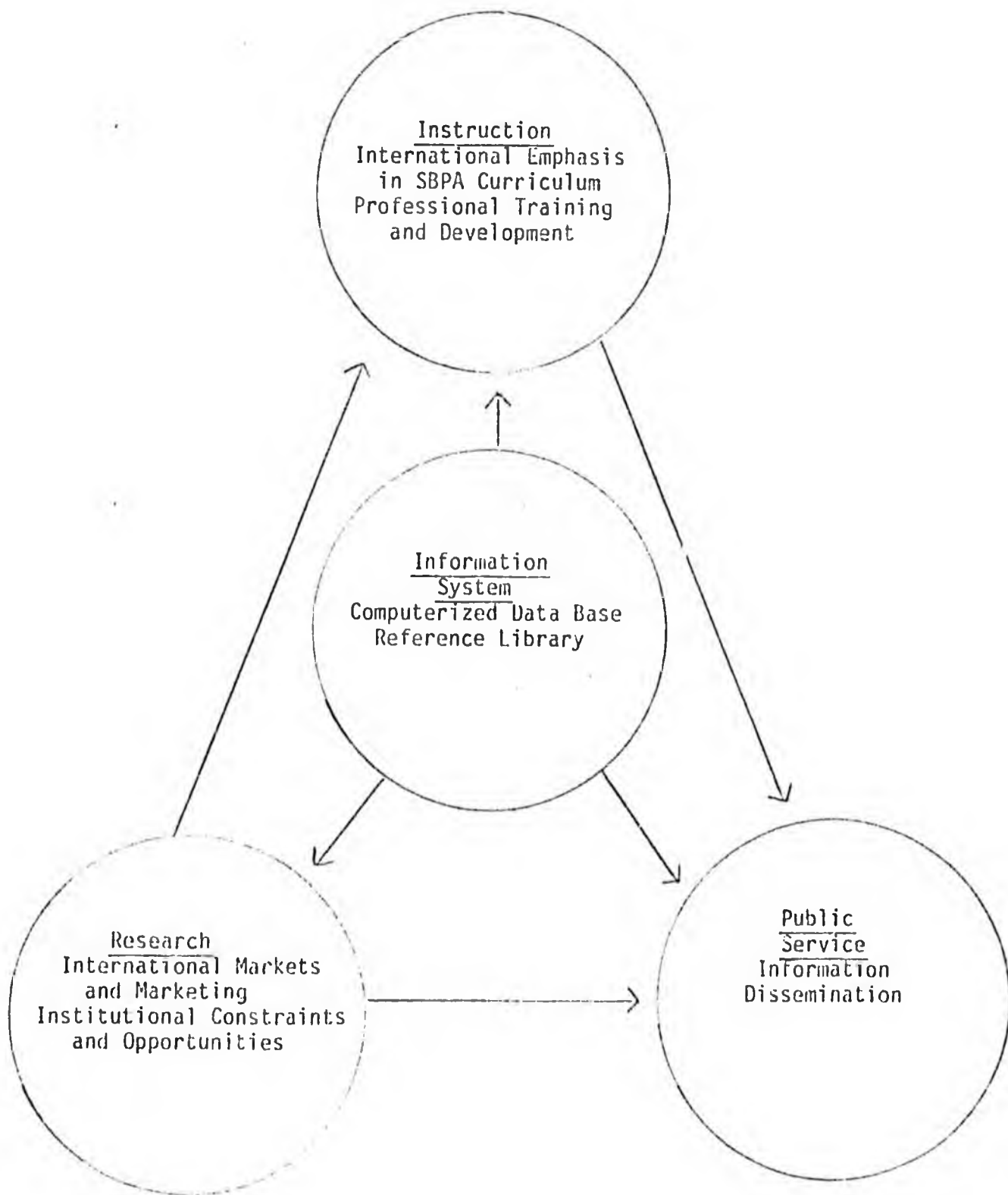
I. Instruction

A. Academic Instruction (curriculum)

Following the recent guidelines of AACSB, it is proposed that the current curriculum of the School of Business and Public Affairs be internationalized by infusing various aspects of international business into present courses (internationalization of SBPA curriculum). The existing courses which are germane to the proposed center program are:

FIGURE 1

INTERDEPENDENCIES BETWEEN MAJOR COMPONENTS OF THE CENTER



BA 325	Financial Management
BA 331	Business Law
BA 335	Management Principles and Practices
BA 343	Principles of Marketing
BA 426	Financial Markets and Institutions
BA 488	Social Issues in Business
ECON 423	Comparative Economic Systems
ECON 435	Economics of Resources
ECON 463	International Economics
PA 634	Resource Policy Administration
BA 652	International Comparison of Business Practices

In addition, new upper division courses such as International Accounting, International Business (with Pacific-Alaska emphasis), International Marketing (with Pacific-Asia emphasis), and International Management should be introduced, as well as two graduate level seminars on International Business and International Marketing. To provide academic strength for these courses, students would be encouraged to take appropriate courses in international relations, Asian history, foreign languages, education, computer science, engineering, psychology, anthropology of developing countries and Alaska resources, including marine policy and management.

B. Professional Training and Development

A wide range of programs and activities will be undertaken to provide Alaskan people (government officials, business and industry leaders, resource developers and foreign traders, and students) training and instruction in "how to do business with the Pacific nations", and to train the Pacific-Asian people in "how to do business with Alaska". For the immediate future, special seminars, workshops, short-courses and conferences would constitute the primary activity of the center. These would be packaged essentially for special clientele. The central theme throughout the conduct of these special educational activities should be the enhancement of business diplomacy skills, i.e. "How to do business". The center will work on these projects in cooperation with the UAA Office of Conferences and Continuing Education.

The following topics will be offered through seminars, workshops, short-courses, and conferences;

1. Language: intensive, short language courses to introduce cultural values and business etiquette (e.g. Japanese, Korean, Mandarin for businessmen)
2. Business customs, ethics and culture in comparison.
3. Negotiation techniques.
4. Business law: Legal framework of international business (U.S., Alaska and Pacific nations).
5. International marketing: products, demand, supply and consumption in Pacific-Asia and Alaska.
6. Governmental, economic and social structures of Pacific nations.
7. Transportation for international trade
8. International finance.
9. Export and Import potential in Pacific-Asia nations.
10. Cross-cultural Management.
11. Government and Business Relationships: regulation, planning and attitudes toward government and business.

II. Research

The major focus of the center's research activities will be on Alaskan issues and problems related to international business, marketing, trade, resources development, and political, legal, institutional, financial and economic opportunities and constraints. These research activities would be conducted through organized research and development. Faculties from SBPA, sociology, computer science, foreign languages, political science, engineering, anthropology, education, and psychology, etc. of UAA, the Center's visiting and exchange professors, and other noted experts would be invited to jointly conduct research and development activities.

The needs for research are substantial. It is believed that extramural funding can be secured, especially in those areas vital to Alaska's business future. A problem exists, which is not necessarily unique, in securing start-up funds to prepare research proposals. We anticipate that this can be accomplished with present UAA funding to enlarge research activities.

III. Public Service

The center will establish a computerized, comprehensive information and data base on Alaska, Pacific-Asian nations and other related countries which will be accessible to interested individuals and organizations.

The information acquisition, analysis and dissemination activities will be accomplished through close cooperation with the library. The research information will be specifically disseminated for the business community and government through various forms of publications and direct inquiry.

Specific Program Detail

The following pages provide extensive detail on projected Center activities. The material is organized by "key result area." Each key result area identifies one or more "indicators", which in turn are keyed to specific program objectives. A summary of key result areas and associated indicators and objectives is followed by detailed statements.

SUMMARY: THE ALASKA CENTER FOR INTERNATIONAL BUSINESS

KEY RESULTS AREAS	INDICATORS	OBJECTIVES
<p>(1) Formal Academic Instruction</p>	<p>(1)-(1) Faculty Positions Approved</p>	<p>(1)-(1)-(1)--To get approval for 1/2 Director and five faculty positions from the Board of Regents, Governor and Legislature beginning FY '85 through FY '87.</p>
	<p>(1)-(2) Quality of Faculty Recruited</p>	<p>(1)-(2)-(1)--To recruit 5 nationally and internationally known full-time faculty members in the fields of international business, marketing, resource economics, and international policy analysis beginning July 1, 1984 through 1987.</p>
	<p>(1)-(3) Courses Offered and Productivity</p>	<p>(1)-(3)-(1)--In order to internationalize business education, instructional courses are regularly offered for undergraduate, graduate students, industry and business leaders, and public officials in the areas of international business, marketing accounting, cultures, languages, and other related areas beginning Sept. 1984.</p>
<p>(2) Professional Development and Training</p>	<p>(2)-(1) Program Plan</p>	<p>(2)-(1)-(1)--To successfully and effectively deliver 8 to 10 professional development and training programs annually to targeted groups for the enhancement of skills and techniques, and information and knowledge about doing business between Alaska and nations in Pacific-Asia beginning Sept. 1984.</p>
	<p>(2)-(2) Programs delivered for People of Alaska</p>	<p>(2)-(2)-(1)--To effectively train people in business, industry and government in the specific skills and techniques necessary for doing business with nations in Pacific-Asia beginning Sept. 1984.</p>
	<p>(2)-(3) Programs delivered for business industry leaders of the Pacific-Asia nations</p>	<p>(2)-(3)-(1)--To deliver four programs annually to leaders of business and industry for Pacific-Asia nations, with the specific focus of "how to do business in Alaska" beginning November, 1984.</p>

SUMMARY: THE ALASKA CENTER FOR INTERNATIONAL BUSINESS

KEY RESULTS AREAS	INDICATORS	OBJECTIVES
(3) Research and Development	(3)-(1) Research Associate and Support Positions Approved	(3)-(1)-(1)--To get approval for 6 research associate position and a secretary from the Board of Regents, Governor and Legislature beginning FY '85 through FY '87.
	(3)-(2) Quality of Research Associates	(3)-(2)-(1)--To successfully recruit 6 competent research associates, four of whom will be either bilingual or multi-lingual to make significant contributions to international research activities beginning Aug. 30, 1984.
	(3)-(3) Amounts of Research Contracts	(3)-(3)-(1)--To obtain approximately \$200,000 in research grants per year beginning Jan. 1, 1987 and increase the research grants to \$400,000 per year beginning July 1, 1989.
	(3)-(4) Quality of Research	(3)-(4)-(1)--To effectively acquire, analyze and disseminate information, specifically related to Alaska resources, international business, and marketing through the publication of reports, information materials, and direct inquiry beginning July 1, 1985.
(4) Public Service	(4)-(1) Information System	(4)-(1)-(1)--To establish a comprehensive information system.
	(4)-(2) Information Dissemination	(4)-(2)-(1)--To establish systematic processes for dissemination of center information and research analyses.
(5) Visiting Diplomats and Scholars in Residence	(5)-(1) Instruction, Research, Public Services Provided	(5)-(1)-(1)--To utilize the talents and skills of visiting diplomats and scholars in residence in conducting research, instruction and public service.
(6) Fund Raising	(6)-(1) Permanent Endowment Fund	(6)-(1)-(1)--To receive \$3 million in endowment funds from the governments of Pacific-Asia and the State of Alaska, industry and other business organizations by July 1, 1988.
	(6)-(2) Amount of Funds generated by contributions and other grants	(6)-(2)-(1)--To receive \$30,000 contributions and non-contract grants per year beginning Jan. 1, 1986.

KEY RESULT AREA (1) Formal Instruction

INDICATOR (1)- (1) Faculty Positions Approved

OBJECTIVE (1)-(1)-(1)

To get approval for 1/2 Director and five faculty positions from the Board of Regents, Governor and Legislature beginning FY '85 through FY '87.

ACTIVITIES .

TARGET DATE

FY '85

1. To get approval for the center Director (1/2)
2. To get approval for one full-time faculty in International Business

July 1, 1984

FY '86

1. To get approval for 2 full-time faculty; in International Marketing and Resource Economics

July 1, 1985

FY '87

1. To get approval for 2 full-time faculty; in International Marketing and Policy Analysis

July 1, 1986

COMMENTS

Two full-time faculty positions will be directly supported by the Center's extramural funds beginning July 1, 1989.

KEY RESULT AREA (1) Formal Academic Instruction

INDICATOR (1)-(2) Quality of Faculty Recruited

OBJECTIVE (1)-(2)-(1)

To recruit 5 nationally and internationally-known full-time faculty members in the fields of international business, marketing, resource economics, and international policy analysis beginning July 1, 1984 through 1987.

ACTIVITIES

TARGET DATE

- | | |
|---|----------------|
| 1. Announce an international business faculty position | July 1, 1984 |
| 2. Hire adjunct faculty until a full-time faculty is recruited | August 1, 1984 |
| 3. Recruit a full-time international business faculty member | May 31, 1985 |
| 4. Recruit two faculty members in international marketing and Alaska resources economics | May 31, 1986 |
| 5. Recruit two faculty members in international business and marketing, and policy analysis | May 31, 1987 |

COMMENTS

(1) Each faculty member will be engaged in formal instruction, professional training and development, and organized research activities.

KEY RESULT AREA (1) Formal Academic Instruction

INDICATOR (1)-(3) Courses Offered and Productivity

OBJECTIVE (1)-(3)-(1)

In order to internationalize business education, formal instructional courses are regularly offered for undergraduate, graduate students, industry and business leaders, and public officials in the areas of international business, marketing accounting, cultures, languages, and other related areas beginning Sept. 1984

ACTIVITIES

1. Develop curriculum in cooperation with faculties in related disciplines
2. Schedule courses for the next 3 years
3. Develop student recruitment program plan

TARGET DATE

March, 1985

March, 1985

March, 1985

COMMENTS

- (1) Besides the formal courses, a number of short-courses, seminars and workshops on specific topics will be packaged and delivered through the center each year (see professional training and development).

KEY RESULT AREA (2) Professional Development and Training

INDICATOR (2)-(1) Program Plan

OBJECTIVE (2)-(1)-(1)

To successfully and effectively deliver 8 to 10 professional development and training programs annually to targeted groups for the enhancement of skills and techniques, and information and knowledge about doing business between Alaska and nations in Pacific-Asia beginning September 1984.

ACTIVITIES

TARGET DATE

(1) Develop Five-Year Program Plan (September 1, 1984 through June 30, 1989) under the following block systems:

Sept., 1984

1. Principle block: Languages, governmental social, cultural, and economic structures of Alaska and Pacific-Asian nations; Business ethics, customs, culture in comparison; and government and business relationships.
2. Technical block: International business law (U.S. Alaska, Pacific-Asian Nations, etc.); negotiation skills and techniques; and labor-management relations.
3. Natural resources demand block: Timber; fish; minerals; coal; oil; gas; agricultural products; and tourism demands in the Pacific-rim nations.
4. International marketing block: Product demand supply and consumption in Pacific-Asia and Alaska; transportation; international finance; export and import potential in the Pacific-Asia; and cross-cultural management and business environment.

COMMENTS

Nationally and internationally noted experts will be often invited to conduct seminars and workshops, and instruct short-courses.

KEY RESULT AREA (2) Professional Training and Development

INDICATOR (2)-(2) Programs delivered for people of Alaska

OBJECTIVE (2)-(2)-(1)

To effectively train people in business, industry, and government in the specific skills and techniques necessary for doing business with nations in Pacific-Asia beginning in September, 1984.

ACTIVITIES

TARGET DATE

1. Short Courses Focusing on Pacific-Asia Nations

Period of
Sept., 1984 -
Dec., 1985

- (1) History and culture of Pacific-Rim people
- (2) Governmental, economic and social structures of Pacific-Asia nations
- (3) Government and Business Relations; planning and attitudes toward business and government
- (4) Labor Management Relations
- (5) International Relations
- (6) Languages (Japanese, Chinese, and Korean for businessmen).

2. Workshops:

- (1) Legal framework of international business: U.S., Alaska and Pacific Nations
- (2) Negotiation styles and techniques
- (3) Comparative business practices and cultures: Business environments, decision-making patterns, cross-cultural management, and business customs and ethics.

COMMENTS

Fees will be charged to participants in each short course, seminar or workshop, therefore, it is anticipated that professional training and development activities will be self-supported.

KEY RESULT AREA (2) Professional Training and Development

INDICATOR (2)-(2) Programs delivered for the people of Alaska (continued)

OBJECTIVE (2)-(2)-(1) continued

ACTIVITIES - Continued-

TARGET DATE

3. Seminars:

- (1) Export and import potential of Pacific-Rim nations
- (2) International finance
- (3) International marketing: products, demands, supply, consumption and consumer behavior in the Region.
- (4) Transportation in international trade
- (5) Natural resources demands for the Pacific Region: present and future

COMMENTS

KEY RESULT AREA (2) Professional Training and Development

INDICATOR (2)-(3) Programs delivered for business industry leaders of the Pacific-Asia nations

OBJECTIVE (2)-(3)-(1)

To deliver four programs annually to leaders of business and industry for Pacific-Asia nations, with the specific focus of "how to do business in Alaska" beginning in November, 1984.

ACTIVITIES

TARGET DATE

1. Short courses:

Nov., 1984 -
May, 1985

- (1) History and culture of Alaska
- (2) Governmental, economic, social and cultural structures of Alaska.
- (3) Government and Business Relations in Alaska
- (4) Labor-management relations in Alaska
- (5) Learning English for businessmen

2. Workshops

- (1) Business Law in U.S. and Alaska
- (2) Comparative Business practices and cultures: Business environments decision-making, cross-cultural management, and business customs and ethics
- (3) Negotiation styles and techniques

3. Seminars:

- (1) Export and import potential in Alaska
- (2) Financial situation in Alaska
- (3) Marketing in Pacific Region and Alaska
- (4) Transportation: delivery systems
- (5) Natural resources and development policies in Alaska

COMMENTS

Forty to fifty leaders from industry, government and higher educational institutions of each Pacific-Asia nation will be invited to participate in the Center's short-courses, seminars and workshops, with expenses to be paid by participants.

KEY RESULT AREA (3) Research and Development

INDICATOR (3)-(1) Research Associate and Support Positions Approved.

OBJECTIVE (3)-(1)-(1)

(1) Get approval for 6 research associate positions and a secretary from the Board of Regents, Governor and Legislature beginning FY '85 through FY '87.

ACTIVITIES

TARGET DATE

FY '85

1. Get approval for a full-time research associate position.

July 1, 1984

FY '86

1. Get approval for three full-time research associate positions.

July 1, 1985

2. Get approval for a secretary position.

July 1, 1985

FY '87

1. Get approval for two full-time research associate positions.

July 1, 1986

COMMENTS

- (1) Four of 6 research associates will be either bilingual or multi-lingual.
- (2) Two full-time research associate positions will be directly funded by the center's extramural funds beginning July 1, 1989.

KEY RESULT AREA (3) Research and Development

INDICATOR (3)-(2) Quality of Research Associates

OBJECTIVE (3)-(2)-(1)

(1) Successfully recruit 6 competent research associates, four of whom will be either bilingual or multi-lingual to make significant contributions to international research activities; beginning Aug. 30, 1984.

ACTIVITIES

TARGET DATE

1. Recruit one full-time research associate in international marketing.

Nov. 30, 1984

2. Recruit three full-time research associates in international business, policy analysis, and resource economics.

Nov. 30, 1985

3. Recruit two full-time research associates in international business and marketing.

Nov. 30, 1986

COMMENTS

Research associates will also participate in seminars, workshops, and short-courses.

KEY RESULT AREA (3) Research and Development

INDICATOR (3)-(3) Amounts of Research Contracts

OBJECTIVE (3)-(3)-(1)

(1) Obtain approximately \$200,000 in research grants per year beginning Jan. 1, 1987 and increase the research grants to \$400,000 per year beginning July 1, 1989.

ACTIVITIES

TARGET DATE

- | | |
|--|---------------|
| 1. Complete a data inventory for research grant sources. | Dec. 1, 1984 |
| 2. Select most appropriate and compatible research grant sources. | Dec. 31, 1984 |
| 3. Write and submit five to 10 proposals between Sept. 1984 and June 30, 1986. | June 1986 |
| 4. Receive \$200,000 in research grants by Jan. 1, 1987, and continue to receive the same amounts through July 1, 1989. | Jan. 1, 1987 |
| 5. Receive \$400,000 in grants and contracts by July 1, 1989 and continue to receive the same amounts in subsequent years. | July 1, 1989 |

COMMENTS

The research and development activities should be conducted through organized research by bringing the center faculty, research associates, faculty from other disciplines, visiting and exchange professors, and other noted experts together.

KEY RESULT AREA (3) Research and Development

INDICATOR (3)-(4) Quality of Research

OBJECTIVE (3)-(4)-(1)

(1) Effectively acquire, analyze and disseminate information, specifically related to Alaska resources, international business, and marketing through the publication of reports, information materials, and direct inquiry beginning July 1, 1985.

ACTIVITIES

TARGET DATE

- | | |
|---|--------------|
| 1. Receive sufficient funds for start-up costs for research formulation, setting up of data center for Pacific-rim markets and library collection. | July 1, 1984 |
| 2. Publish reports (various forms) on political, legal, institutional, cultural, financial and economic opportunities and constraints in international trade between Alaska and the Pacific-Asia region and other regions of the world; consumer behavior, quarterly analysis of Pacific-rim markets and international business beginning July 1, 1985. | July 1, 1985 |
| 3. Have operational a computerized comprehensive information and data center on Alaska, Pacific-Asian nations, and other related countries which can be readily accessible to interested individuals, leaders of governments and business firms and organizations engaged in international trade. | July 1, 1986 |
| 4. Publish a quarterly journal on Alaska Resources and international business. | Dec. 1, 1987 |

COMMENTS

There will be fees charged for reports and journals.

KEY RESULT AREA (4) Public Service

INDICATOR (4)-(1) Information System

OBJECTIVE (4)-(1)-(1)

Establish a comprehensive information system.

ACTIVITIES

1. Identify major information requirements and information sources and availability
2. Design computer based data bank and initiate collection of data relating to Pacific-Asian nation markets and economic conditions, and Alaska resources and markets.
3. Identify and begin acquisition of non-computerized information sources to serve as the basis of the special library collection.

TARGET DATE

Jan., 1985

May, 1985

May, 1985

COMMENTS

KEY RESULT AREA (4) Public Service

INDICATOR (4)-(2) Information System

OBJECTIVE (4)-(2)-(1)

(1) Establish systematic processes for dissemination of center information and research analyses.

ACTIVITIES

TARGET DATE

1. Identify key recipients of center information and develop distribution system.

Dec., 1984

2. Publish results of center research and information activities through appropriate media as beginning July, 1985

July, 1985

3. Publish a quarterly journal on Alaska resources and international business beginning December 1987.

Dec., 1987

COMMENTS

Publication and distribution costs to be supported by fees and extramural funding. User fees to be charged for access to computer data base services.

KEY RESULT AREA (5) Visiting Diplomats, Executives and Scholars in Residence

INDICATOR (5)-(1) Instruction, Research, and Public Services Provided

OBJECTIVE (5)-(1)-(1)

(1) Utilize the talents and skills of visiting diplomats, executive and scholars in residence in conducting research, instruction and public service.

ACTIVITIES

TARGET DATE

- | | |
|---|------------|
| 1. Invite "Diplomat in Residence" participation from Korea, Japan, and U.S. | Nov., 1984 |
| 2. Develop Mechanisms and seek candidates for visiting scholars in residence | Nov., 1984 |
| 3. Develop system to ensure continuing flow of visiting diplomats and scholars in residence | Nov., 1984 |
| 4. Have first diplomat in residence at center | Sept. 1985 |
| 5. Have first visiting scholar in residence at center | Sept. 1986 |

COMMENTS

- (1) Expenses of visiting diplomats to be met by country of residence.
- (2) Visiting scholars to be sought on exchange or sabbatical leave basis. Center cost limited to space and support services.

KEY RESULT AREA (6) Fund Raising

INDICATOR (6)-(1) Permanent Endowment Fund

OBJECTIVE (6)-(1)-(1)

(1) Receive \$3 million in endowment funds from the governments of Pacific-Asia and the State of Alaska, industry and other business organizations by July 1, 1988

ACTIVITIES

TARGET DATE

- | | |
|---|----------------|
| 1. Complete a list of leaders of governments and business and industrial organizations. | Oct. 31, 1984 |
| 2. Complete preliminary preparations for seeking endowment. | Oct. 31, 1984 |
| 3. Complete travel arrangements for meeting leaders of governments and industry. | Dec. 1, 1984 |
| 4. Secure sufficient funds for travelling. | April 30, 1985 |
| 5. Receive \$500,000 from the Korean Government. | July, 1986 |
| 6. Receive \$500,000 from the Japanese Government. | July, 1986 |
| 7. Receive \$250,000 from the Taiwanese Government | July, 1987 |
| 8. Receive \$250,000 from the Singapore Government. | July, 1987 |
| 9. Receive \$500,000 from the State of Alaska. | July, 1987 |
| 10. Receive \$250,000 from industry and business organizations in Alaska. | July, 1988 |
| 11. Receive \$250,000 from Japanese business corps and organizations. | July, 1988 |
| 12. Receive \$250,000 from Korean business corps. and organizations. | July, 1988 |
| 13. Receive \$250,000 from the Peoples' Republic of China by 1988. | July, 1988 |

COMMENTS

(1) Each fund may be endowed at one time or yearly by the target date.

KEY RESULT AREA (6) Fund-Raising

INDICATOR (6)-(2) Amount of funds generated by contributions and other grants

OBJECTIVE (6)-(2)-(1)

(1) Receive \$30,000 contributions and non-contract grants per year beginning Jan. 1, 1986.

ACTIVITIES

TARGET DATE

1. Complete the list of individuals, associations and firms which may contribute the fund for the center.

Oct. 1, 1984

2. Begin to seek contributions and grants from individuals, associations and firms.

Nov. 1, 1984

COMMENTS

Funds to be used for direct operating expenses and program support.

Alaska State Legislature

REP. MAE TISCHER
CHAIRMAN



POUCH V
STATE CAPITAL
JUNEAU, ALASKA 99811
(907) 465-3777

House of Representatives
HEALTH, EDUCATION AND SOCIAL SERVICES COMMITTEE

March 21, 1984

LETTER OF INTENT FOR HOUSE BILL 515

In adopting House Bill 515, "An Act making a special appropriation to the University of Alaska Anchorage, Alaska Center for International Business; and providing for an effective date," the Legislature intends that the funds provided by HB 515 shall be used by the Alaska Center for International Business to provide appropriate program planning as well as actual classroom instruction by qualified instructors on subject areas related to international business, beginning the Fall semester of 1984; and that the coursework thus completed by qualifying students in the aforementioned program shall be eligible for academic credit at the University of Alaska.

Mae Tischler
Representative Tischler

Sam Pestinger
Representative Pestinger

Rich Uehling
Representative Uehling

Terry Martin
Representative Martin

Representative Koponen

Representative Goll

Mike Davis NO. REC.
Representative Davis